

Turn problems into possibilities.

Background

Min Basadur · IDEO · popularised via design thinking

How Might We reframes a problem statement into an open invitation. "How" assumes it's possible. "Might" removes pressure. "We" is collaborative. The best HMW questions are wide enough to invite surprising solutions but narrow enough to exclude the irrelevant.

How to Run This

- 1 Start with a problem or insight from your research.
- 2 Generate 5+ HMW reframes – vary the angle, don't self-censor.
- 3 Vote on the most interesting frame – not the most obvious one.
- 4 Use the winning HMW to generate solutions below.
- 5 Select the most promising direction to develop or prototype.

Facilitator Tips

Common mistake

HMW questions that are too narrow. "HMW make our app faster" gives you engineering ideas. "HMW make users feel like the wait is worthwhile" opens a different solution space.

What good looks like

A HMW that makes the room pause. If it's immediately obvious how to solve it, the frame is too narrow.

When to move on

When you have a HMW that generated at least 5 diverse solution ideas and one direction worth prototyping.

About Wade Institute

Wade Institute of Entrepreneurship is Australia's leading centre for entrepreneurial education, based at the University of Melbourne. The Studio is Wade's free, AI-powered innovation workshop platform – making 24 structured frameworks available to anyone, each one facilitated by Pete, an AI coach trained in Wade's methodology.

Try this interactively in The Studio

Pete will help you reframe your problem from multiple angles – asking the questions that expose whether your frame is too narrow or too broad. You'll leave with a winning HMW and a session report.

studio.wadeinstitute.org.au →

ORIGINAL PROBLEM

What is the core challenge you are trying to solve?

HMW #1

How might we...?

HMW #2

How might we...?

HMW #3

How might we...?

HMW #4

How might we...?

HMW #5

How might we...?

BEST HMW

Which reframe opens the most possibility?

SOLUTIONS GENERATED

Brainstorm at least 5 solutions for the best HMW.

RECOMMENDED DIRECTION

Which solution will you prototype first?